

ORDER

KSNV

Orders

Order / Rev: 102170

Alt Order #: 06817865

Product Desc: DCCC

Estimate: 1193

Flight Dates: 10/23/12 - 10/29/12

Original Date / Rev: 05/25/12 / 07/17/12

Order Type: GENERAL

Primary AE: Amy McCreary

Sales Office: BLPHI

Sales Region: National

Agency

Name: Great American Media

Buying Contact:

Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

AdvertiserName: Democratic Congressional Campaign *Revised*

Demographic: A35+

Product Codes: PLI2

Priority: SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	147	\$110,175.00	\$93,648.75
10/29/12	10/29/12	37	\$35,300.00	\$30,005.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	147	\$110,175.00	\$93,648.75	0.00
November 2012	37	\$35,300.00	\$30,005.00	0.00
Totals	184	\$145,475.00	\$123,653.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$145,475.00
Market	100%	\$484,916.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$116,380.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$77,586.67
KTUD	1%	\$4,849.17
KVVU	20%	\$96,983.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$43,642.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MTWTF--	:30	8	\$400.00	1	0.00	NM	8	\$3,200.00
				M-F 5-6a WakeUp w/Wagners											

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Advertiser: Democratic Congressional Campaign Co
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	8	\$400.00	1	0.00	NM	8	\$3,200.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					8	\$400.00		0.00			
E 2	KSNV	10/23/12	10/29/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWT--S					4	\$200.00		0.00			
E 3	KSNV	10/23/12	10/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	10	\$725.00	1	0.00	NM	10	\$7,250.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					10	\$725.00		0.00			
E 4	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	20	\$900.00	1	0.00	NM	20	\$18,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					20	\$900.00		0.00			
E 5	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$375.00	1	0.00	NM	2	\$750.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-					2	\$375.00		0.00			
E 6	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	4	\$625.00	1	0.00	NM	4	\$2,500.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-					4	\$625.00		0.00			
E 7	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					2	\$500.00		0.00			
E 9	KSNV	10/28/12	10/28/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$3,000.00		0.00			
E 10	KSNV	10/28/12	10/28/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S					1	\$500.00		0.00			
E 12	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	20	\$425.00	1	0.00	NM	20	\$8,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					20	\$425.00		0.00			
E 13	KSNV	10/23/12	10/29/12		CM	10am-11am	MTWTF--	:30	10	\$325.00	1	0.00	NM	10	\$3,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					10	\$325.00		0.00			
E 14	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	12	\$325.00	1	0.00	NM	12	\$3,900.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					12	\$325.00		0.00			
E 15	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$425.00		0.00			
E 16	KSNV	10/23/12	10/29/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$325.00		0.00			
E 17	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$325.00		0.00			
E 18	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	8	\$450.00	1	0.00	NM	8	\$3,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					8	\$450.00		0.00			
E 19	KSNV	10/23/12	10/29/12	News 3 at 4 News 3 at 4	CM	4-430p	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$725.00		0.00			
E 20	KSNV	10/23/12	10/29/12	News 3 at 430pm News 3 at 4:30PM	CM	430-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$725.00		0.00			
E 21	KSNV	10/23/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$1,200.00		0.00			
E 22	KSNV	10/27/12	10/27/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$675.00		0.00			
E 23	KSNV	10/23/12	10/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$1,300.00		0.00			
E 24	KSNV	10/23/12	10/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$1,300.00		0.00			
E 25	KSNV	10/27/12	10/27/12		CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Wheel WKND Jeop/Wheel															
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$525.00		0.00			
E 26	KSNV	10/29/12	10/29/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	4	\$4,000.00	1	0.00	NM	4	\$16,000.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					4	\$4,000.00		0.00			
E 27	KSNV	10/24/12	10/24/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
Wednesday Prime 10-11pm															
LAW & ORDER: SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$3,200.00		0.00			
E 28	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
NFL Football															
SUN NT FB: SD @ N ORLEANS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$10,000.00		0.00			
E 29	KSNV	10/28/12	10/28/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	2	\$1,600.00	1	0.00	NM	2	\$3,200.00
News 3 in Prime															
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$1,600.00		0.00			
E 30	KSNV	10/28/12	10/28/12	Sun PR 10-11p	CM	10-11pm	-----S	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
Sunday Prim 10-11pm															
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$900.00		0.00			
E 31	KSNV	10/23/12	10/29/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$1,200.00		0.00			
E 32	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,100.00		0.00			
E 33	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,100.00		0.00			
E 34	KSNV	10/23/12	10/29/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	8	\$500.00	1	0.00	NM	8	\$4,000.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					8	\$500.00		0.00			
E 35	KSNV	10/23/12	10/29/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	8	\$250.00	1	0.00	NM	8	\$2,000.00
Late Night w/Fallon															
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					8	\$250.00		0.00			
E 36	KSNV	10/27/12	10/27/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
Saturday Night Live															
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					3	\$1,400.00		0.00			
E 37	KSNV	10/28/12	10/28/12		CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	DCCC
Estimate:	1193

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
				SPORTS NIGHT IN LAS VEGAS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1		\$400.00		0.00					
													Totals	184	\$145,475.00